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| Hook |  |
| Background |  |
| Theme |  |
| Narrative |  |
| Evidence |  |
| Call to Arms |  |
| Visuals |  |
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**Hook:** A technique at the beginning of a speech that will grab or “hook” the listeners attention so that he will keep listening.

**Background:** Some information about the topic that the listener needs to know in order to understand the rest of the speech.

**Theme:** The subject of the talk.

**Narrative:** The story, told in a logical sequence of events.

**Evidence:** Current research that backs up your ideas.

**Call to Arms:** An invitation to take a course of action.

**Visuals:** The slides that are used with your speech.